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cop 2Federal Extension Service
U. S. Department of Agriculture
Washington 25, D. C.BLUEBERRIES: PRODUCTION AND CONSUMPTION STATISTICSCompiled by
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I. PRODUCTION STATISTICS^{1/}

CURRENT SERIAL RECORDS

Table 1. U. S. Blueberry Production, 1929-59^{2/}
Tame and Wild

<u>Year</u>	<u>Production</u>	<u>Yield/Acre</u>	<u>Value</u>	<u>Price/Quart</u>
1929	4,944,891 qts.	247 qts.	\$ 987,544	20¢
1939	8,867,391	284	1,005,769	11
1944	7,148,148	165	2,739,134	38
1949*	16,049,969	520	4,537,883	28
1954**	30,643,102	716	9,521,720	31
1959**	32,681,901	758	11,391,371	35
*tame	6,956,478 qts.	1,131 qts.	\$ 2,931,349	42¢
wild	9,093,491	368	1,606,534	15

**Wild blueberries for New England only.

#Economist, Fruit and Vegetable Marketing, Division of Marketing and Utilization Sciences.

^{1/}Source: Fruits and Nuts, Horticultural Specialties, and Forest Products, U. S. Census of Agriculture, Vol. 2, Chp. 8, September 1962, pp. 887, 903.^{2/}Conversion note: One quart equals about one and a half ^{pounds} quarts
(Ibid., p. 882).

Table 2. Blueberry Production, 1959
Tame and Wild*

<u>Rank</u>	<u>State</u>	<u>Production</u>	<u>Prop. of Total</u>	<u>Yield/Acre</u>
1.	Maine	10,112,439 qts.	30.9%	405 qts.
2.	New Jersey	8,432,460	25.8	1,398
3.	Michigan	7,892,938	24.2	1,617
4.	North Carolina	2,163,110	6.6	1,141
5.	Washington	1,885,348	5.8	3,046
6.	Massachusetts	618,507	1.9	466
7.	New Hampshire	448,079	1.4	317
8.	Indiana	258,713	0.8	1,110
9.	Oregon	221,791	0.7	320
10.	Maryland	145,231	0.4	730
	Other States	503,285	1.5	
	United States	32,681,901 qts.	100.0%	758 qts.

*Wild blueberries for New England only.

Table 3. Farm Value of Blueberry Production, 1959
Tame and Wild*

<u>Rank</u>	<u>State</u>	<u>Value of Prod.</u>	<u>Prop. of Total</u>	<u>Price/Quart</u>
1.	New Jersey	\$ 4,216,230	37.0%	50¢
2.	Michigan	2,841,456	24.9	36
3.	Maine	1,971,925	17.3	19
4.	North Carolina	973,402	8.6	45
5.	Washington	537,323	4.7	28
6.	Massachusetts	290,698	2.6	47
7.	New Hampshire	129,943	1.1	29
8.	Indiana	90,551	0.8	35
9.	Maryland	65,355	0.6	45
10.	Oregon	63,213	0.6	29
	Other States	211,275	1.9	
	United States	\$11,391,371	100.0%	35¢

*Wild blueberries for New England only.

II. CONSUMPTION STATISTICS^{3/}

Data from Michigan State Consumer Panel
in Lansing, Michigan^{4/}

Table 4. Average Per Capita Expenditure^{5/}
on Blueberries

<u>Year</u>	<u>Total</u>	<u>Fresh</u>	<u>Processed</u>
1952	24.0¢	13.2¢	10.8¢
1953	30.0	18.5	11.5
1954	27.3	17.7	9.6
1955	38.5	25.0	12.5
1956	33.6	22.0	11.6
1957	34.6	24.9	9.7
1958	37.8*	27.7	10.1
Avg., 1955-57	100.0%	69.2%	30.8%

*This figure was 1.54% of the expenditure for all fruits and 0.14% of the expenditure for all food.

Table 5. Average Per Capita Expenditures
on Processed Blueberries

<u>Year</u>	<u>Processed</u>	<u>Canned</u>	<u>Pie Mix</u> [*]	<u>Frozen</u>	<u>Jam & Jelly</u>
1952	10.8¢	10.2¢	--	0.2¢	0.1¢
1953	11.5	11.1	--	0.1	0.0
1954	9.6	8.0	--	1.5	0.1
1955	12.5	10.9	--	1.3	0.3
1956	11.6	6.8	2.7	1.4	0.7
1957	9.7	7.2	1.9	0.1	0.5
1958	10.1	7.1	2.8	0.0	0.2
Avg., 1955-57	30.8%	19.1%	5.0%	4.1%	2.7%

*First reported in significant quantities in 1956.

^{3/}Source: James D. Shaffer, Consumer Purchase Patterns for Individual Fresh, Frozen and Canned Fruits and Vegetables, Michigan State University, Dept. of Agricultural Economics, Consumer Panel Bulletin No. 8, 1962, pp. 3-4.

^{4/}Also see B. C. French, "Trends in Blueberry Consumption," Quarterly Bulletin, Michigan State University, Agricultural Experiment Station, August 1957, pp. 34-43.

^{5/}These data exclude blueberries in prepared pies and blueberries received as gifts; these categories are included in French, op. cit.

Table 6. Average Percent of Families Buying

<u>Year</u>	<u>Total</u>	<u>Fresh</u>	<u>Processed</u>			
			<u>Canned</u>	<u>Pie Mix</u>	<u>Frozen</u>	<u>Jam & Jelly</u>
<u>Annually</u>						
1957	60.8%	44.3%	20.7%	5.9%	1.3%	5.9%
1958	56.7	50.0	18.5	8.4	2.1	8.4
<u>Weekly</u>						
1952		N.A.	1.6%	--	--	0.0
1953		1.9%	1.7	--	0.1%	0.0
1954		2.3	1.4	--	0.1	0.1%
1955		3.0	1.5	--	0.2	0.2
1956		2.4	1.0	0.4%	0.1	0.2
1957		2.6	0.9	0.3	0.1	0.2
1958		3.0	0.8	0.4	0.1	0.1

Example: During 1957, 44.3% of the families at some time bought fresh blueberries; in any one week during that year, however, only 2.6% of the families on the average bought fresh berries. Because of the seasonal pattern of fresh blueberry consumption (see table 7) this table is probably most meaningful for the processed items.

Table 7. Proportion of Families Accounting for
Proportion of Expenditures, 1958

<u>Proportion</u> <u>of</u> <u>Families</u>	<u>Proportion of Annual Expenditure</u>					
	<u>Total</u>	<u>Fresh</u>	<u>Processed</u>			
			<u>Canned</u>	<u>Pie Mix</u>	<u>Frozen</u>	<u>Jam & Jelly</u>
10%	45%	49%	85%	100%	100%	100%
20	67	73	100			
30	81	86				
40	91	95				
50	97	100				
60	100					

Example: The 10% of the families spending most for blueberries in 1958 accounted for: 45% of all the purchases of blueberries; 49% of the purchases of fresh blueberries; 85% of the purchases of canned blueberries; and 100% of the purchases of other processed forms.

Table 8. Seasonality of Expenditures for
Blueberries, 1954-58

<u>Period*</u>	<u>Expenditure</u>				
	<u>Total</u>	<u>Fresh</u>	<u>Processed</u>	<u>Canned</u>	<u>Other</u>
1 (Jan.)	0.8¢	--	0.8¢	0.5¢	0.3¢
2	1.1	--	1.1	0.9	0.2
3	1.0	--	1.0	0.7	0.3
4	1.0	--	1.0	0.5	0.5
5	1.1	--	1.1	1.0	0.1
6	0.8	0.1¢	0.7	0.5	0.2
7 (June)	2.6	2.1	0.5	0.3	0.2
8	11.1	10.5	0.6	0.3	0.3
9	9.8	9.1	0.7	0.4	0.3
10	2.5	1.6	0.9	0.7	0.2
11	1.0	--	1.0	0.8	0.2
12	0.8	--	0.8	0.6	0.2
13 (Dec.)	0.8	--	0.8	0.5	0.3

*Four-week period approximately equal to month, starting in January.

